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Transmittal Cover Sheet

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Namrata Boveja	571-273-8105	USPTO	

Serial No. 10/789,869

File No.: 085804-700500

Re: Interview Request

Date: October 18, 2010

No. Pages: Including Cover Sheet **23**

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PTOL-413A (08-10)
Approved for use through 07/31/2012, OMB 0561-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE**Applicant Initiated Interview Request Form**

Application No.: 10/789,869 First Named Applicant: Steven Sauders
 Examiner: Namrata Boveja Art Unit: 3622 Status of Application: RCE filed on 8/16/10

Tentative Participants:

(1) James J. DeCarlo (2) Andy Chen
 (3) John Chen (4) Namrata Boveja - Fax # 571.273.8105

Proposed Date of Interview: October 28, 2010 Proposed Time: 9:00 AM (AM/PM)

Type of Interview Requested:

(1) ☐ Telephonic (2) ☒ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☐ YES ☐ NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Continuation Sheet Attached ☒ Proposed Amendment or Arguments Attached

Brief Description of Arguments to be Presented: Applicant intends to discuss the response to Office Action attached

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/jjdecarlo/

Applicant/Applicant's Representative Signature

James J. DeCarlo

Typed/Printed Name of Applicant or Representative

36,120

Registration Number, if applicable

Examiner/SPE Signature

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 24 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PATENT**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: 10/789,869 **Group Art Unit:** 3622
Applicant(s): Steven K. Saunders, et al. **Examiner:** Namrata Boveja
Filing Date: February 26, 2004 **Docket No.:** 085804.700500
Title: **METHOD AND SYSTEM FOR GENERATING RECOMMENDATIONS**
Customer No.: 76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on August 18, 2010.

Name: Shoba Jaglal

AMENDMENT WITH RCE

Date: August 18, 2010

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Office Action dated May 20, 2010. Please amend the application as follows.

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

1. (Currently Amended) A method ~~for generating recommendations over a computer network~~, comprising:
collecting, by at least one computer, user events of a first and a second user across a plurality of different application domains in a database, wherein each of the user events is at least in part defined by one or more user event parameters, the one or more user event parameters comprising an application domain parameter identifying one of the different application domains generating the user event, and wherein the event parameters are automatically updated;
receiving, by at least one computer, a triggering event for recommendations, each of the recommendations being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality;
analyzing, by at least one computer, the user events to formulate at least one correlation between at least two user events in the database, wherein the at least two user events are from at least two of the different application domains of the plurality ~~of domains~~; and
generating, by at least one computer, the recommendations in response to the triggering event in accordance with the application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database.
2. (Currently Amended) The method of claim 1, wherein collecting user events comprises:
receiving a user event from the plurality of different application domains;
validating the user event parameters in accordance with a predetermined set of rules;
if the user event fails to meet one of the predetermined set of rules, rejecting the user

- event; and
- if the user event meets the predetermined set of rules, storing the user event in the database.
3. (Original) The method of claim 2, wherein validating a particular user event parameter comprises:
- if the particular user event parameter exists in the database, continue validating another user event parameter until all user event parameters are validated; and
- if the particular user event parameter does not exist in the database, checking whether a predefined dynamic updating configuration corresponding to the particular user event parameter is enabled;
- if the dynamic updating configuration corresponding to the particular user event parameter is enabled, adding the particular user event parameter to the database; and
- if the dynamic updating configuration corresponding to the particular user event parameter is not enabled, rejecting the user event.
4. (Currently Amended) The method of claim 2, wherein validating the user event parameters comprises:
- validating the user event application domain;
- validating the user event type;
- validating the user event value;
- validating the user event item; and
- validating the user identifier.
5. (Previously Presented) The method of claim 1, wherein analyzing the user events comprises:
- applying a collaborative filter on the user events to compute correlation values between the user events; and

storing the correlation values in a similarity database.

6. (Currently Amended) The method of claim 1 further comprising:
receiving, by the at least one computer, a request for recommending similar items; and
generating, by the at least one computer, recommendations of similar items in accordance
with the at least one correlation between the at least two user events in the
database.
7. (Currently Amended) The method of claim 6 further comprising generating, by the at
least one computer, recommendations of similar items in accordance with a priority
scheme.
8. (Currently Amended) The method of claim 6, wherein generating recommendations of
similar items comprises:
validating the request, wherein the request includes a set of predefined parameters, the set
of predefined parameters including a source domain parameter indicating which
of the plurality of different application domains to select recommendations;
if the source domain[[s]] parameter indicates that the recommendations are to be selected
from fewer than all of the plurality of application domains are specified,
generating a first list of recommendations in accordance with the at least one of
the plurality of different application source domains specified by the source
domain parameter; and
if the source domain[[s]] parameter indicates that the recommendations are to be selected
in accordance with all available application domains in the database are not
specified, generating the first list of recommendations in accordance with all
available application domains of the plurality in the database.

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

9. (Original) The method of claim 8, wherein generating the first list of recommendations comprises:
- if the first list of recommendations is less than or equal to a predefined minimum number of items, returning the first list of recommendations; and
 - if the first list of recommendations is greater than the predefined minimum number of items, improving the first list of recommendations in accordance with correlation values and the set of predefined parameters.
10. (Original) The method of claim 9, wherein improving the first list of recommendations comprises:
- forming a second list of recommendations from items of the first list of recommendations having a correlation value at or above a predefined threshold;
 - if the second list of recommendations is less than or equal to the predefined minimum number of items, selecting a third list of recommendations comprising the minimum number of items prioritized according to correlation value from items of the first list of recommendations and returning the third list of recommendations; and
 - if the second list of recommendations is greater than the predefined minimum number of items, improving the second list of recommendations in accordance with the correlation values and the set of predefined parameters.
11. (Currently Amended) The method of claim 10, wherein improving the second list of recommendations comprises:
- if the second list of recommendations is less than or equal to a predefined maximum number of items, returning the second list of recommendations; and
 - if the second list of recommendations generated is greater than the predefined maximum number of items, further improving the second list of recommendations in accordance with the predefined source domain[[s]] parameter ~~in the request~~.

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

12. (Currently Amended) The method of claim 11, wherein the step of further improving the second list of recommendations comprises:
- separating the second list of recommendations into a plurality of groups by application domain in accordance with the ~~predefined~~ source domain~~[[s]]~~ parameter and a respective application domain parameter associated with each recommendation;
- (a) traversing each group one at a time, selecting a recommendation from the group, the selected recommendation having the highest correlation value relative to other recommendations in the group to form a fourth list of recommendations;
- (b) repeating step (a) until the fourth list of recommendations equal to the predefined maximum number of items; and
- returning the fourth list of recommendations.
13. (Currently Amended) The method of claim 1 further comprising:
- receiving, by the at least one computer, a request for recommending personalized items;
- and
- generating, by the at least one computer, personalized recommendations in accordance with the at least one correlation between the at least two user events in the database.
14. (Currently Amended) The method of claim 13, wherein generating the personalized recommendations comprises:
- validating the request, wherein the request includes a set of predefined parameters, the set of predefined parameters including a predefined threshold;
- retrieving a first list of items the user shown preference from the database, wherein each item has a correlation value greater than or equal to the ~~the~~ [[a]] predefined threshold;
- (a) creating a set of recommendations of similar items for each item the user has shown preference;
- (b) storing the set of recommendations of similar items into a first list of recommendations; and

(c) repeating steps (a) and (b) until all members of the first list of items are traversed; and refining the first list of recommendations in accordance with the correlation values and the [[a]] set of predefined parameters.

15. (Currently Amended) The method of claim 14, wherein refining the first list of recommendations comprises:

if the first list of recommendations is less than or equal to a [[the]] predefined minimum number of items, the predefined minimum being specified by a parameter in the set of predefined parameters, returning the first list of recommendations; and
if the first list of recommendations is greater than the predefined minimum number of items, improving the first list of recommendations in accordance with the correlation values and the set of predefined parameters.

16. (Currently Amended) The method of claim 15, wherein improving the first list of recommendations comprises:

forming a second list of recommendations from items of the first list of recommendations having a correlation value at or above the [[a]] predefined threshold;
if the second list of recommendations is less than or equal to the predefined minimum number of items, selecting a third list of recommendations comprising the minimum number of items prioritized according to correlation value from items of the first list of recommendations and returning the third list of recommendations;
if the second list of recommendations is greater than the predefined minimum number of items, improving the second list of recommendations in accordance with the correlation values and the set of predefined parameters.

17. (Currently Amended) The method of claim 16, wherein improving the second list of recommendations comprises:

if the second list of recommendations is less than or equal to a predefined maximum number of items, returning the second list of recommendations; and

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

if the second list of recommendations generated is greater than the predefined maximum number of items, further improving the second list of recommendations in accordance with ~~a the predefined~~ source domain[[s]] parameter included in the request set of predefined parameters, the source domain parameter indicating which of the plurality of different application domains to select recommendations.

18. (Currently Amended) The method of claim 17, wherein the step of further improving comprises:

separating the second list of recommendations into a plurality of groups by application domain in accordance with the ~~predefined~~ source domain[[s]] parameter and a respective application domain parameter associated with each recommendation;

(a) traversing each group one at a time, selecting a recommendation from the group, the selected recommendation having the highest correlation value relative to other recommendations in the group to form a fourth list of recommendations;

(b) repeating step (a) until the fourth list of recommendations equal to the predefined maximum number of items; and

returning the fourth list of recommendations.

19. (Currently Amended) A system comprising:

a plurality of domain servers for handling user events via the Internet;

a database for storing the user events of a first and a second user; and

a recommendation engine including one or more computer programs containing instructions for:

collecting the user events of the first and the second user across a plurality of different application domains in the database, wherein each of the user events is at least in part defined by one or more user event parameters, the one or more user event parameters comprising an application domain parameter identifying one of the different application domains generating the user event, and wherein the event parameters are automatically

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

updated;

receiving a triggering event for recommendation, each of the recommendations being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality;

analyzing the user events to formulate at least one correlation between at least two user events in the database, wherein the at least two user events are from at least two of the different application domains of the plurality of domains;
and

generating recommendations in response to the triggering event in accordance with the application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database.

20. (Currently Amended) The system of claim 19, wherein the instructions for collecting user events comprise instructions for:
- receiving a user event from the plurality of the different application domains;
 - validating the user event parameters in accordance with a predetermined set of rules;
 - if the user event fails to meet one of the predetermined set of rules, rejecting the user; and
 - if the user event meets the predetermined set of rules, storing the user event in the database.
21. (Original) The system of claim 20, wherein the instructions for validating a particular user event parameter comprise instructions for:
- if the particular user event parameter exists in the database, continue validating another user event parameter until all user event parameters are validated; and
 - if the particular user event parameter does not exist in the database, checking whether a predefined dynamic updating configuration corresponding to the particular user

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

- event parameter is enabled;
if the dynamic updating configuration corresponding to the particular user event
parameter is enabled, adding the particular user event parameter to the database;
and
if the dynamic updating configuration corresponding to the particular user event
parameter is not enabled, rejecting the user event.
22. (Currently Amended) The system of claim 20, wherein the instructions for validating the user event parameters comprise instructions for:
validating the user event application domain;
validating the user event type;
validating the user event value;
validating the user event item; and
validating the user identifier.
23. (Original) The system of claim 19, wherein the instructions for analyzing the user events comprise instructions for:
applying a collaborative filter on the user events to compute correlation values between
the user events; and
storing the correlation values in a similarity database.
24. (Previously Presented) The system of claim 19, the computer programs of the recommendation engine further comprising instructions for:
receiving a request for recommending similar items; and
generating recommendations of similar items in accordance with the at least one
correlation between the at least two user events in the database.
25. (Original) The system of claim 24 further comprising instructions for generating recommendations of similar items in accordance with a priority scheme.

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

26. (Original) The system of claim 24, wherein the instructions for generating recommendations of similar items comprise instructions for:
validating the request, wherein the request includes a set of predefined parameters, the set of predefined parameters including a source domain parameter indicating which of the plurality of different application domains to select recommendations;
if source domain[[s]] parameter indicates that the recommendations are to be selected from fewer than all of the plurality of application domains are specified,
generating a first list of recommendations in accordance with the at least one of the plurality of different application source domains specified by the source domain parameter; and
if the source domain[[s]] parameter indicates that the recommendations are to be selected in accordance with all available application domains in the database are not specified, generating the first list of recommendations in accordance with all available application domains of the plurality in the database.
27. (Original) The system of claim 26, wherein the instructions for generating the first list of recommendations comprise instructions for:
if the first list of recommendations is less than or equal to a predefined minimum number of items, returning the first list of recommendations; and
if the first list of recommendations is greater than the predefined minimum number of items, improving the first list of recommendations in accordance with correlation values and the set of predefined parameters.
28. (Original) The system of claim 27, wherein the instructions for improving the first list of recommendations comprise instructions for:
forming a second list of recommendations from items of the first list of recommendations having a correlation value above a predefined threshold;
if the second list of recommendations is less than or equal to the predefined minimum

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

number of items, selecting a third list of recommendations comprising the minimum number of items prioritized according to correlation value from items of the first list of recommendations and returning the third list of recommendations; if the second list of recommendations is greater than the predefined minimum number of items, improving the second list of recommendations in accordance with the correlation values and the set of predefined parameters.

29. (Currently Amended) The system of claim 28, wherein the instructions for improving the second list of recommendations comprise instructions for:
if the second list of recommendations is less than or equal to a predefined maximum number of items, returning the second list of recommendations; and
if the second list of recommendations generated is greater than the predefined maximum number of items, further improving the second list of recommendations in accordance with the ~~predefined~~ source domain[[s]] parameter in the database.
30. (Currently Amended) The system of claim 29, wherein the instructions for further improving the second list of recommendations comprise instructions for:
separating the second list of recommendations into a plurality of groups by application domain in accordance with the ~~predefined~~ source domain[[s]] parameter and a respective application domain parameter associated with each recommendation;
(a) traversing each group one at a time, selecting a recommendation from the group, the selected recommendation having the highest correlation value relative to other recommendations in the group to form a fourth list of recommendations;
(b) repeating step (a) until the fourth list of recommendations equal to the predefined maximum number of items; and
returning the fourth list of recommendations.

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

31. (Previously Presented) The system of claim 19, the computer programs of the recommendation engine further comprising instructions for:
receiving a request for recommending personalized items; and
generating personalized recommendations in accordance with the at least one correlation between the at least two user events in the database.
32. (Currently Amended) The system of claim 31, wherein the instructions for generating the personalized recommendations comprise instructions for:
validating the request, wherein the request includes a set of predefined parameters, the set of predefined parameters including a predefined threshold;
retrieving a first list of items the user has shown preference from the database,
wherein each item has a correlation value greater than or equal to the [[a]] predefined threshold;
(a) creating a set of recommendations of similar items for each item the user has shown preference;
(b) storing the set of recommendations of similar items into a first list of recommendations; and
(c) repeating steps (a) and (b) until all members of the first list of items are traversed;
and
refining the first list of recommendations in accordance with the correlation values and the [[a]] set of predefined parameters.
33. (Currently Amended) The system of claim 32, wherein instructions for refining the first list of recommendations comprise instructions for:
if the first list of recommendations is less than or equal to a [[the]] predefined minimum number of items, the predefined minimum being specified by a parameter in the set of predefined parameters, returning the first list of recommendations; and
if the first list of recommendations is greater than the predefined minimum number of items, improving the first list of recommendations in accordance with the

correlation values and the set of predefined parameters.

34. (Currently Amended) The system of claim 33, wherein instructions for improving the first list of recommendations comprise instructions for:
forming a second list of recommendations from items of the first list of recommendations
having a correlation value above the ~~the~~ ~~[[a]]~~ predefined threshold;
if the second list of recommendations is less than or equal to the predefined minimum number of items, selecting a third list of recommendations comprising the minimum number of items prioritized according to correlation value from items of the first list of recommendations and returning the third list of recommendations;
if the second list of recommendations is greater than the predefined minimum number of items, improving the second list of recommendations in accordance with the correlation values and the set of predefined parameters.
35. (Currently Amended) The system of claim 34, wherein instructions for improving the second list of recommendations comprise instructions for:
if the second list of recommendations is less than or equal to a predefined maximum number of items, returning the second list of recommendations; and
if the second list of recommendations generated is greater than the predefined maximum number of items, further improving the second list of recommendations in accordance with a the predefined source domain[[s]] parameter included in the request set of predefined parameters, the source domain parameter indicating which of the plurality of different application domains to select recommendations.
36. (Currently Amended) The system of claim 35, wherein the instructions for further improving comprise instructions for:
separating the second list of recommendations into a plurality of groups by application domain in accordance with the predefined source domain[[s]] parameter and a respective application domain parameter associated with each recommendation;

- (a) traversing each group one at a time, selecting a recommendation from the group, the selected recommendation having the highest correlation value relative to other recommendations in the group to form a fourth list of recommendations;
- (b) repeating step (a) until the fourth list of recommendations equal to the predefined maximum number of items; and
- returning the fourth list of recommendations.
37. (Currently Amended) A computer program product, comprising a storage medium tangibly storing computer programs for executing by one or more computer systems, the computer program comprising:
- a recommendation module for generating recommendations across multiple product or service domains, wherein the recommendation module is used in conjunction with at least a processing unit, a user interface, and a database, and the recommendation module includes one or more computer programs containing instructions for:
- collecting user events of a first and a second user across a plurality of different application domains in the database, wherein each of the user events is at least in part defined by one or more user event parameters, the one or more user event parameters comprising an application domain parameter identifying one of the different application domains generating the user event, and wherein the event parameters are automatically updated;
- receiving a triggering event for recommendations, each of the recommendations being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality;
- analyzing the user events to formulate at least one correlation between at least two user events in the database, wherein the at least two user events are from at least two of the different application domains of the plurality of domains;

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

and
generating recommendations in response to the triggering event in accordance
with the application domain of each respective recommendation, the
information associated with the triggering event and the at least one
correlation between the at least two user events in the database.

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

REMARKS

Claims 1-37 are pending in the present application, of which Claims 1, 19 and 37 are the independent claims. Claims 1, 2, 4, 6-8, 11-20, 22, 26, 29, 30 and 32-37 are being amended. The amendments are supported by the application, including the claims, as originally filed, and including without limitation ¶¶ 24-34, 35-46 and 47-53, and Figures 1, 2B, 3 and 4. Reconsideration and reexamination are respectfully requested.

Claims 1, 2, 13-15, 19, 20, 31-33 and 37 are rejected under 35 U.S.C. § 102(b) as allegedly being anticipated by U.S. Patent No. 6,236,978 (Tuzhilin).

By way of some background and without limitation, in accordance with at least one embodiment, user events are generated from multiple application domains such as and without limitation shopping, news, movies, and other domains. A database 114 stores events, e.g., reading an article about skateboarding, rating a skateboarding movie, writing a review of the skateboarding movie, purchasing a skateboarding article, etc. By way of some further non-limiting background, each event stored in the database has associated information to identify the user, item, event type, and the application domain that generated the event. An item in the database, which may be identified as a recommendation, has an associated application domain, e.g., a skateboarding movie is identified in a user event generated by a movies application domain. Information associated with a triggering event for recommendations indicates which of the application domains, e.g., shopping, news, movies, to select recommendations. The information associated with the triggering event indicates which of the plurality of different application domains to select recommendations, e.g., indicating that recommendations are to be selected from certain of the application domains, which can be less than all of the application domains, or all of the application domains.

Claim 1 recites, *inter alia*, collecting user events of a first and a second user across a plurality of different application domains, wherein each of the user events is at least in part defined by one or more user event parameters, the one or more user event parameters comprising an application domain parameter identifying one or the different application domains generating the user event, receiving a triggering event for recommendations, each of the recommendations

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality, analyzing the user events to formulate at least one correlation between at least two user events in the database, wherein the at least two user events are from at least two of the different application domains of the plurality, and generating recommendations in response to the triggering event in accordance with application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database. The Applicant submits that Tuzhilin at least fails to disclose at least these elements of amended claim 1.

Tuzhilin focuses on compressing similar rules into a smaller number of aggregated rules that can be used with a personal shopping assistant and a personal intelligent digital assistant; an aggregated rule is generated by compressing an individual user's rules into one or more aggregated rules, which are then reviewed for selection by a human expert, and only the individual rules that correspond to the aggregated rules selected by the human expert are retained for the individual user. (See Tuzhilin, abstract and col. 2, lines 23-40.) While Tuzhilin may describe collecting data from different domains, such as "credit card transactions, airline reservations and Web site visit transactions," Tuzhilin fails to disclose collecting user events, where each user event is defined by one or more user event parameters, including an application domain parameter identifying the application domains generating the user event. Tuzhilin further fails to disclose receiving a triggering event for recommendations, each of the recommendations being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality, and further fails to disclose generating the recommendations in accordance with the application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database. In contrast to the claimed subject matter, Tuzhilin describes compressing only individual rules that are "similar" into aggregated rules and using rules retained for the user to generate recommendations.

In further contrast to the recited features of claim 1, Tuzhilin describes aggregating

similar rules from the same domain to form aggregate rules. Specifically, Tuzhilin states "system[s] and method[s] according to the present invention facilitate[] compressing individual rules into 'aggregated' rules." (Tuzhilin, column 4, lines 59-61.) "[S]everal of the individual rules that are similar (generally pertaining to different users) can be compressed into one aggregated rule pertaining to the same subject matter that can be applicable to several users." (*Id.*, column 5, lines 32-36.) (Emphasis added.) Tuzhilin discloses that "similar rules should have the same number of terms, the same fields C_1, \dots, C_n ," where " C_1, C_2, \dots, C_n identify a particular transaction (e.g., date of transaction, time of transaction, amount spent, location of the transaction, etc.)." (Tuzhilin, column 6, lines 1-2 and column 4, lines 7-9.) Thus, in contrast to "formulat[ing] at least one correlation between at least two user events in the database, wherein the at least two user events are from at least two different domains," as required by claim 1, Tuzhilin describes compressing rules relating to the same transaction type into aggregated rules.

For example, Tuzhilin describes compressing rules stating that if someone is shopping in the evening on a weekday and purchases diapers, then the person also purchases beer. (*Id.*, column 5, lines 36-45.) Tuzhilin discloses that if "it is known that most of the users corresponding to this rule are males, then these rules can be compressed into the aggregated rule" that states if the user is a male and shopping in the evening on a weekday and buys diapers, then the user purchases beer. (*Id.*, column 5, lines 40-45.) Thus, Tuzhilin discloses aggregating rules from the same domain (e.g., shopping domain), but fails to disclose formulating correlations between user events from different domains, as required by claim 1.

As such, Applicants submit that Tuzhilin fails to disclose collecting user events of a first and a second user across a plurality of different application domains, wherein each of the user events is at least in part defined by one or more user event parameters, the one or more user event parameters comprising an application domain parameter identifying one or the different application domains generating the user event, receiving a triggering event for recommendations, each of the recommendations being associated with at least one of the different application domains of the plurality and the triggering event having associated information indicating one or more of the different application domains of the plurality, analyzing the user events to formulate at least one correlation between at least two user events in the database, wherein the at least two

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

user events are from at least two of the different application domains of the plurality, and generating recommendations in response to the triggering event in accordance with application domain of each respective recommendation, the information associated with the triggering event and the at least one correlation between the at least two user events in the database, as required by claim 1. Emphasis added.)

Applicants have amended claims 19 and 37 to include features similar to claim 1, and are allowable over Tuzhilin for at least similar reasons. Accordingly, Applicants request the rejections for claims 1, 19 and 37 (and all claims depending there from) be withdrawn and the claims allowed.

Claims 3-12, 16-18, 21-30 and 34-36 are rejected under U.S.C. § 103(a) over Tuzhilin in view of U.S. PGPub. No. 2002/0010625 (Smith). Claims 3-12, 16-18, 21-30 and 34-36 depend from claims 1, 19 and 37, which are allowable over Tuzhilin for at least the reasons stated above. Smith fails to cure the identified deficiencies of Tuzhilin, nor is it alleged to. As such, claims 3-12, 16-18, 21-30 and 34-36 are allowable for at least depending on an allowable independent claim. Accordingly, Applicant requests the rejections be withdrawn and the claims allowed.

In view of the foregoing, the entire application is believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

Should matters remain which the Examiner believes could be resolved in a telephone interview, the Examiner is requested to telephone the Applicant's undersigned attorney. Alternatively, since it is believed that the claims of the present application are in condition for allowance, the Examiner is respectfully requested to issue a Notice of Allowance at the Examiner's earliest convenience.

The Applicant's attorney may be reached by telephone at 212-801-6729. All correspondence should continue to be directed to the address given below, which is the address associated with Customer Number 76058.

U.S. Appl. Serial No. 10/789,869
Amendment With RCE

Docket No.: 085804.700500

The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-1561. Please ensure that the Attorney Docket Number is referenced when charging any payments or credits for this case.

Respectfully submitted,

Date: August 18, 2010

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